Outreach and Engagement Vice Provost’s Cabinet Meeting
April 8, 1:30-5 p.m.
104 Ballard Hall

Attending: Scott Reed, Dave Hansen, Deb Maddy, Paul Doescher, Mark Edwards, Dave King, Marcia Dickson, Mario Magana, Chris LaBelle, Rebecca Badger, Dee Wendler, Lisa Templeton, Bob McGorrin, Lynette Black (polycom), Beth Emshoff (polycom), Peg Herring, Jackie Russell
Unavailable: John Punches

O&E Magazine – Rebecca Badger
Considering mini-magazine inserts in Oregon Stater Alumni magazine, 2013-14 issues. Insert also used with stakeholders to inform of O&E activities. Focus would include O&E activities beyond Extension & Extended Campus, cost is $9-10K/issue insert. Work with OSU Marketing and College’s communication departments for use of existing O&E stories as part of a comprehensive strategy. Potential as annual O&E publication for O&E with hard copy and electronic (shorter stories, drive to website for in-depth info). Support from group for concept; recognition of OSU O&E efforts’ help OSU gain better understanding, support and notoriety for activities of O&E.

Strategic Directions at OSU and How Does O&E Fit? – Dave King, Chris LaBelle, Dee Wendler
- Overview of OSU Strategic Planning Process – Dave
- Connecting PNE Across Campus, Colleges, Marketing – Chris
- Integrating Business Systems - Dee

OSU SP3.0 is underway (5-yr plan) with Susan Capalbo, Chair, 7-8 representatives from campus with Dave representing O&E. Timeline through December 2013. O&E was not well documented in OSU Strategic Plan 2007. Current OSU mission/vision will stand (3 Healthies” stay in place.) O&E’s SP and six goals have been valuable.

Connecting PNE across Campus, Colleges, Marketing – PNE on dramatic growth curve (23 staff, plus temp employees). CEU’s and Certificates have been neglected opportunity across campus, sees strong interest. Deans request more structure relative to their staffing and organizational expectations. PNE is a cost recovery unit, doesn’t operate with a University level mandate. Should there be a central group doing this, e.g., committee of individuals from colleges, or do colleges want their own CEU programs? For institutional approach, how best to gain Dean’s level buy-in? Where does Extension fit? PNW helps provides cost recovery for Extension faculty.

PNE value proposition - opportunities for colleges/units:
1. Help colleges, faculty realize, create outreach vehicle for a grants with online certification program, connected to a large grant. Help meet qualifications of grant, also become sustaining vehicle.
2. Online courses, certification programs, some aligned to government, some are private driven.
3. Occupational driven. Individuals paying for programs.

http://oregonstate.edu/dept/ncs/lifeatosu/2013/osu-program-serves-important-niche-for-professionals-advanced-hobbyists/

PNE is competing on national level, important to have a central organizing body for quality, standards for document archival, standards for marketing. PNE needs help from university for authority for new programs and connection to stakeholders within colleges. Currently vetting contract instructors (outside of university) – would Division have authority to commission a new program, e.g., workforce safety? Approach to workforce development has changed to meet needs outside of community colleges. Competitors have quick time to market. What does institutional ownership look like? The current
Strategic Plan needed PNE – what’s the right forum, O&E Council?

**Integrating Business Systems** – Reviewed multiple models of delivery for CEU and infrastructure systems and support is key; from delivery AND data mining. Engagement piece is very important; often the first touch with university and can be used for marketing, intentional outreach, develop relationship with individual. PNE has developed infrastructure, enrollment management tools (easy e-commerce experiences), FERPA compliant, and provide data to service contractors. PNE meets with registrar’s office regularly. OSU currently has fragmented registrations systems; campus registration, online registration, PNE, alumni association, donors, colleges; frustrating for students, marketing, etc. UABC engages with many campus groups and well positioned to bring pieces together.

**Action: Chris will work with Dave and Scott to develop proposal for O&E Council**

**O&E Task Force Report – Deb Maddy (attached)**
Task Force reviewed how returned overhead was handled on behalf of O&E. Made earlier recommendations, and a pilot – pilot wasn’t accepted. Scott has met with Research, and University is currently reviewing federal agreement for F&A. Discussion on differing rates for size of small grants (many small grants using work-arounds)? Review of other institutions provided no pattern or consistent way small grants handled; a couple institutions had pro-active policies and significant efforts in O&E. How are rules subverting O&E efforts and reducing or inhibiting engagement opportunities?

**Actions**
1. Peg will see if she can get this issue on Faculty Senate agenda.
2. O&E Cabinet reviewed and gave unanimous endorsement of recommendations.
3. Report will go to O&E Council for review and endorsement (at 7/18/13 meeting).

**University STEM Task Force – Roger Rennekamp, Lynette Black**
Provost Randhawa served on legislative task force on STEM in 2012; recommendations from report to create community STEM Centers. Provost created University STEM Task force to determine which communities were ready and logical sites for Centers: Roger Rennekamp, Chair; Kyle Cole, Experiential Learning; Patrick Willis, 4-H Washington County; Shawn Roe, Free Choice Learning; Sandy Debano, Hermiston AES; and Dave Hansen, Sea Grant; Lynette Black, 4-H Wasco County.

Developing six key target communities: Hood River/The Dalles, Pendleton/La Grande/BMCC, Portland/Metro STEM Partnership, Newport/HMSC, Klamath Fall/OIT, Coos Bay South Coast Area. Working with Beth Emshoff and OOC-ready sites, where OSU has aspiration for campus presence, and community readiness. Hopeful Legislature may put forth funding, OSU roles may differ in areas. OSU institutional infrastructure a factor in readiness sites selected.

**Next steps:** Recommendations to Sabah of most logical sites; including knowledge base of what works attracting youth to programs and working with under-represented groups, cultural values and career orientation, target ages of youth. Send any input to Roger.

**Other Matters – All**
- ESS Leadership Group – Belinda Batten co-chairing with Dave King. Charged with review of Earth System Sciences Division and outreach leadership structure within it. Currently Program Leader structure. Group will develop three options to submit to Sabah, including status quo.

**Next Meeting – July 8, 2013, 130-5pm**
Notes posted: [http://outreach.oregonstate.edu/resources/cabinet-and-council](http://outreach.oregonstate.edu/resources/cabinet-and-council)